

# **Message**

**February 2004**

## **Factors:**

### **Legislative Session**

**Most important polling issues (Jobs -- 52% / Education -- 38%)**

## February Macro Messages

Workforce Development Package  
focus

Jobs/Legislative

Tort Reform/Jury Reform Proposals

Jobs/Legislative focus

Teacher Retirement/Recruitment/Charter Schools Education/Legislative  
focus

“Operation Streamline” Budget Proposals

Budget/Legislative focus

## February Micro Messages

*(Respond Only) St. Employee Insurance  
media*

*Union lobby/Jxn*

MDA/Base Closure issue

Coast/Mer./Columbus

Abortion (cons. obj.)/Adoption (tax credit)

Christian base

## **Week 1 & 2 Schedule**

- Teacher Retirement/Recruitment/Charter Schools  
2/2 – MPB “Learning Exchange”
- St. Employee Health Insurance  
2/3 – Insurance Committees Meet
- Workforce Development  
2/5 -- MS Assoc. of Comm. and Junior Colleges Luncheon
- Tort Reform  
2/11 – Gulf Coast Business Expo

## **Schedule Needs**

- Teacher Retirement/Recruitment/Charter Schools  
Bill Filing Press Availability at Capitol
- Workforce Development  
Meeting with local business group w/press availability
- “Operation Streamline”  
Meeting before Budget Committees w/press availability  
Personnel Board press conference
- Abortion/Adoption  
Letter to religious groups
- St. Employee Health Insurance  
Letter to state employees